

## The OPH Website Monthly Report: January

### General Statistics

The statistics listed below cover 1/01/02 through 1/30/02. The first day that the website was functioning for the public was January 15th. Therefore, most of the statistics in this report relate to the last two weeks of January, only.

<b>Hits*</b>	<b>Entire Site (Successful)</b> - Number of hits that had a "success" status code.	<b>307,538</b>
	<b>Average Hits Per Day</b> - Number of successful hits divided by the total number of days in the log.	<b>9,920</b>
	<b>Home Page Hits</b> - Number of times your home page was visited.	<b>2,750</b>
<b>Page Views**</b>	<b>Page Views</b> - Hits to files designated as pages. Supporting graphics and other non-page files are not counted.	<b>31,652</b>
	<b>Average Page Views Per Day</b> - Number of page views divided by the total number of days in the log.	<b>1,021</b>
	<b>Document Views</b> - Hits to pages that are defined as documents. This entry excludes hits to dynamic pages and forms	<b>23,812</b>
<b>Visits***</b>	<b>Visits</b>	<b>17,184</b>
	<b>Average Visits Per Day</b> - Number of visits divided by the total number of days in the log.	<b>554</b>
	<b>Average Visit Length</b> - Average of non-zero length visits in the log.	<b>00:14:33</b> (about fourteen and a half minutes)
	<b>Median Visit Length</b> - Median of non-zero length visits in the log. Half the visit lengths are longer than the median, and half are shorter. This number is often closer to the "typical" visit length than the average visit length. Numbers that are wildly atypical can skew the average, but will not skew the median so much.	<b>00:04:55</b> (nearly five minutes)
	<b>International Visits</b> - Percentage of visitors defined as "international" in Domain Options	<b>0.23%</b>
	<b>Visits of Unknown Origin</b> - Percentage of visitors from an origin that could not be determined.	<b>11.42%</b>
	<b>Visits from the United States</b> - Percentage of visitors from the United States.	<b>88.33%</b>
<b>Visitors</b>	<b>Unique Visitors</b> - Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.	<b>5,274</b>
	<b>Visitors Who Visited Once</b> - Number of individual visitors who appear only once in the log file. Individuals can be tracked by IP addresses, domain names, and cookies. Cookies provide the most accurate count.	<b>4,327</b>
	<b>Visitors Who Visited More Than Once</b> - Number of individual visitors who appear more than once in the log file. Individuals can be tracked by IP addresses, domain names, and cookies. Cookies provide the most accurate count.	<b>947</b>

\* **Hit** - A single action on the Web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a Web page including two images registers as three hits on the server; one hit is the request for the .html page, and two additional hits are requests for the downloaded image files. While the volume of hits is an

indicator of Web server traffic, it is not an accurate reflection of how many pages are being looked at.

**\*\* Page** - Any document, dynamic page, or form. Documents are user-defined in Options, but typically include all static content, such as complete html pages. Dynamic pages are created with variables and do not exist anywhere in a static form. Forms are scripted pages which get information from a visitor and pass it back to the server.

**\*\*\* Visits** - Number of times a visitor came to your site. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes.

### Pages that had the most visits

The statistics listed below cover 1/01/02 through 1/30/02. The first day that the website was functioning for the public was January 15th. Therefore, most of the statistics in this report relate to the last two weeks of January, only.

Rank	Pages	Views	% of Total Views	Visits	Avg. Time Viewed
1	Louisiana OPH - Vital Records Registry <a href="http://oph.dhh.state.la.us/recordsstatistics/vitalrecords">http://oph.dhh.state.la.us/recordsstatistics/vitalrecords</a>	6,796	21.47%	4,746	00:04:19
2	Louisiana's Department of Health and Hospitals Office of Public Health <a href="http://oph.dhh.state.la.us/">http://oph.dhh.state.la.us/</a>	2,750	8.68%	1,567	00:02:23
3	Louisiana OPH - Vital Records Registry - Informational Packets <a href="http://oph.dhh.state.la.us/recordsstatistics/vitalrecords/page556f.html">http://oph.dhh.state.la.us/recordsstatistics/vitalrecords/page556f.html</a>	876	2.76%	751	00:05:58
4	Louisiana OPH - OPH Regions <a href="http://oph.dhh.state.la.us/ophregions/">http://oph.dhh.state.la.us/ophregions/</a>	573	1.81%	436	00:01:03
5	Louisiana's Department of Health and Hospitals Office of Public Health <a href="http://oph.dhh.state.la.us/php/">http://oph.dhh.state.la.us/php/</a>	721	2.27%	416	00:01:29
6	Louisiana's Department of Health and Hospitals Office of Public Health <a href="http://oph.dhh.state.la.us/Data_and_Stats.html">http://oph.dhh.state.la.us/Data_and_Stats.html</a>	437	1.38%	395	00:01:09
7	Louisiana OPH - Sanitarian Services - Sanitarian Codes <a href="http://oph.dhh.state.la.us/sanitarianservices/page09c0.html">http://oph.dhh.state.la.us/sanitarianservices/page09c0.html</a>	607	1.91%	376	00:04:53
8	Louisiana's Department of Health and Hospitals Office of Public Health <a href="http://oph.dhh.state.la.us/scripts/search.asp">http://oph.dhh.state.la.us/scripts/search.asp</a>	1,388	4.38%	345	00:00:57
9	Louisiana OPH - OPH Regions - Parish Health Unit Services <a href="http://oph.dhh.state.la.us/ophregions/page6f72.html">http://oph.dhh.state.la.us/ophregions/page6f72.html</a>	388	1.22%	338	00:01:42
10	Louisiana's Department of Health and Hospitals Office of Public Health <a href="http://oph.dhh.state.la.us/Programs.html">http://oph.dhh.state.la.us/Programs.html</a>	436	1.37%	333	00:00:48